



KNXV

# ORDER

Print Date 09/06/12

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Flight Dates **09/06/12-09/10/12**

Contract / Revision **310055 /**

Original Date / Revision  
09/05/12 09/06/12

Advertiser **Carmona / Democrat / US Se**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

**Carmona for Arizona**

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1733**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
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Dave Lombardo	100%		
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Tanya Winscott	%		
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Order Share 20% Market Value 66500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	13300
KPNX	20%	13300
KPPX	%	0
KSAZ	20%	13300
KTVK	20%	13300
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	38	\$11,305.00	\$13,300.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$11,305.00</b>	<b>\$13,300.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	38	\$11,305.00	\$13,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	09/06/12	09/07/12	M-F 5-6am M-F 5-6am	CM	5am-6am	---TF--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					1	\$100.00		0.00			
N 2	KNXV	09/06/12	09/07/12	M-F 6-7am M-F 6-7am	CM	6am-7am	---TF--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					1	\$225.00		0.00			
N 3	KNXV	09/06/12	09/07/12		CM	7am-9am	---TF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00



KNXV

Print Date: 09/06/12

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Contract / Revision **310055** Flight Dates **09/06/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/06/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1733**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					3	\$225.00		0.00			
N 4	KNXV	09/10/12	09/10/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					2	\$225.00		0.00			
N 5	KNXV	09/06/12	09/07/12	M-F 9am-10am Sonoran Living	CM	9am-10am	---TF--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					1	\$100.00		0.00			
N 6	KNXV	09/10/12	09/10/12	M-F 9am-10am Sonoran Living	CM	9am-10am	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$100.00		0.00			
N 7	KNXV	09/06/12	09/07/12	M-F 10am-11am The View	CM	10am-11am	---TF--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					1	\$450.00		0.00			
N 8	KNXV	09/10/12	09/10/12	M-F 10am-11am The View	CM	10am-11am	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$450.00		0.00			
N 9	KNXV	09/06/12	09/07/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	---TF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$150.00		0.00			
N 10	KNXV	09/06/12	09/07/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	---TF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$200.00		0.00			
N 11	KNXV	09/10/12	09/10/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$200.00		0.00			
N 12	KNXV	09/06/12	09/07/12	M-F 1pm-2pm M-F 1pm-2pm	CM	1pm-2pm	---TF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$200.00		0.00			
N 13	KNXV	09/10/12	09/10/12	M-F 1pm-2pm Right This Minute	CM	1pm-2pm	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$200.00		0.00			
N 14	KNXV	09/06/12	09/07/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	---TF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$200.00		0.00			
N 15	KNXV	09/09/12	09/09/12	Su 930-10am Su 930am-10am	CM	930am-10am	-----S	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					2	\$350.00		0.00			



KNXV

Print Date: 09/06/12

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Contract / Revision **310055** Flight Dates **09/06/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/06/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1733**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	09/09/12	09/09/12	Su 930-10am Su 930am-10am	CM	930am-10am	-----S	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					2	\$350.00		0.00			
N 16	KNXV	09/06/12	09/07/12	M-F 3pm-4pm M-F 3pm-4pm	CM	3pm-4pm	---TF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					4	\$250.00		0.00			
N 17	KNXV	09/08/12	09/08/12	Prime News Prime News	CM	8p-9p	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$450.00		0.00			
N 18	KNXV	09/06/12	09/06/12	Thursday Prime C Thursday Prime C	CM	9pm-10pm	---T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$2,000.00		0.00			
N 19	KNXV	09/07/12	09/07/12	Friday Prime A Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$2,000.00		0.00			
N 20	KNXV	09/06/12	09/07/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	---TF--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					1	\$850.00		0.00			
N 21	KNXV	09/06/12	09/07/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	---TF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$350.00		0.00			
N 22	KNXV	09/10/12	09/10/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$350.00		0.00			
N 23	KNXV	09/06/12	09/07/12	M-F 1102pm-1206am M-F 1102pm-1206am	CM	1102pm-1206am	---TF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					3	\$200.00		0.00			
N 24	KNXV	09/10/12	09/10/12	M-F 1102pm-1206am M-F 1102pm-1206am	CM	1102pm-1206am	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$200.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 38 \$13,300.00